

## CLAIMS

1. A method for filtering content presented on a computer, comprising:
  - selecting an application associated with said computer;
  - selecting a priority level for said application;
  - selecting at least one mode of presentment relating to said priority level, said mode of presentment operable for handling content presented on said computer via said application;
  - storing selections made relating to said application, priority level, and said at least one mode of presentment.
2. The method of claim 1, further comprising:
  - indexing data relating to activities previously conducted on said computer system;
  - storing indexed data in a database;
  - upon receiving content associated with activities currently conducted on said computer system, accessing said indexed data from said database;
  - accessing said selections relating to said application, priority level, and said at least one mode of presentment;
  - comparing said content with said selections, resulting in a relevance determination;
  - performing an action on said content in accordance with said relevance determination and said settings.

3. The method of claim 1, wherein said application includes at least one of:

- a messaging application;
- a web browser application; and
- a word processing application.

4. The method of claim 1, wherein said content comprises at least one of:

- a web page;
- an advertisement;
- an email;
- an instant message; and
- a document.

5. The method of claim 1, wherein said at least one mode of presentation includes at least one of:

- blocking said content;
- deleting said content;
- sending said content to a background screen of said computer system; and
- storing said content.

6. The method of claim 1, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer system; and

flashing a notification of an incoming message on said computer screen.

7. The method of claim 6, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

8. A storage medium encoded with machine-readable computer program code for filtering content presented on a computer, said storage medium including machine readable computer program code for causing a computer to implement a method, comprising:

selecting an application associated with said computer;

selecting a priority level for said application;

selecting at least one mode of presentment relating to said priority level, said mode of presentment operable for handling content presented on said computer via said application;

storing selections made relating to said application, priority level, and said at least one mode of presentment.

9. The storage medium of claim 8, further comprising instructions for causing said computer to implement:

indexing data relating to activities previously conducted on said computer system;

storing indexed data in a database;

upon receiving content associated with activities currently conducted on said computer system, accessing said indexed data from said database;

accessing said selections relating to said application, priority level, and said at least one mode of presentment;

comparing said content with said selections, resulting in a relevance determination;

performing an action on said content in accordance with said relevance determination and said settings.

10. The storage medium of claim 8, wherein said application includes at least one of:

a messaging application;

a web browser application; and

a word processing application.

11. The storage medium of claim 8, wherein said content comprises at least one of:

- a web page;
- an advertisement;
- an email;
- an instant message; and
- a document.

12. The storage medium of claim 8, wherein said at least one mode of presentment includes at least one of:

- blocking said content;
- deleting said content;
- sending said content to a background screen of said computer system; and
- storing said content.

13. The storage medium of claim 8, wherein said at least one mode of presentment includes at least one of:

- changing an appearance of said content;
- sending an audio signal to said user at said computer system; and
- flashing a notification of an incoming message on said computer screen.

14. The storage medium of claim 13, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

15. A system for filtering content presented on a computer system, said computer system in communication with a communication network, said system comprising:

at least one application executing on said computer system;

an interface profile system executing on said computer system, said interface profile system including an index logic component and an evaluation logic component; and

a personal data index;

wherein said interface profile system performs:

selecting said at least one application;

setting a priority level for said at least one application;

selecting at least one mode of presentment relating to said priority level, said mode of presentment operable for handling content presented on said computer via said application; and

storing selections made relating to said at least one application, said priority level, and said at least one mode of presentment.

16. The system of claim 15, wherein said interface profile system further performs:

indexing data relating to activities previously conducted on said computer system;

storing indexed data in a database;

upon receiving content associated with activities currently conducted on said computer system, accessing said indexed data from said database;

accessing said selections relating to said at least one application, priority level, and said at least one mode of presentment;

comparing said content with said selections, resulting in a relevance determination;

performing an action on said content in accordance with said relevance determination and said settings.

17. The system of claim 15, wherein said application includes at least one of:

a messaging application;

a web browser application; and

a word processing application.

18. The system of claim 15, wherein said content comprises at least one of:

- a web page;
- an advertisement;
- an email;
- an instant message; and
- a document.

19. The system of claim 15, wherein said at least one mode of presentment includes at least one of:

- blocking said content;
- deleting said content;
- sending said content to a background screen of said computer system; and
- storing said content.

20. The system of claim 15, wherein said at least one mode of presentment includes at least one of:

- changing an appearance of said content;
- sending an audio signal to said user at said computer system; and
- flashing a notification of an incoming message on said computer screen.

21. The system of claim 20, wherein said changing an appearance of said content further includes changing at least one of:

- a color;
- a font;
- a texture; and
- a highlight.